

GOALS AND
RECOMMENDATIONS
FROM THE 2005 HINTS
Data Users Meeting

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Expand the evidence base from HINTS research:

- Increase depth of examination and analysis (add additional questions, probe deeper, search for implications)
- Examine new research questions
- Study new populations and settings,
- Identify new applications for HINTS data

Maintain a Balance Between:

- Basic research to advance knowledge, and
- Surveillance research to guide practice

Develop Robust Integrated HINTS Research Programs:

- Networks of interdisciplinary HINTS researchers (invisible colleges) for conducting supplemental HINTS research.
- Establish new funding mechanisms for supplemental and developmental HINTS studies.

Develop New Strategies for both
Disseminating HINTS Data to
and for Interacting with:

- Research community members
- Public health professionals
- Policy makers

Examine Cancer Information Searching/Seeking/Scanning:

- Problems and Opportunities
- Interrelationships among different communication channels
- Information needs of cancer survivors,
- Use of specialized cancer information channels (such as the CIS)
- Influences on health promotion/screening

HINTS research should be connected to a broader range of:

- Models and Theories,
- Databases and Surveys
- Research Programs

Take a long-term view of HINTS research identifying implications for:

- Future generations of health care consumers
- New information technologies and uses
- Societal, cultural and political trends
- Changes in the health care system

Study why people seek information about cancer. What are their:

- Motivations?
- Goals?
- Needs?
- Predispositions?

Increase the sophistication of HINTS research methods by using:

- Both quantitative and qualitative methods
- Evidence-based scale development
- Formative evaluation
- Different survey delivery platforms
- Multi-modal delivery
- Multi-methodological designs
- Comparisons between HINTS studies

Examine the impact of health
information dissemination on:

- Health disparities
- Health knowledge gaps
- Communication inequalities
- Quality of care
- Health outcomes
- Health behaviors

How is communication influenced by critical audience variables, such as:

Income and Education?

Race and ethnicity?

Health status and disabilities?

Age and Gender?

Geographical residence?

Language and health literacy?

Social power?

Focus on key communication issues with HINTS:

- Communication inequalities
- Interpersonal communication
- Information exposure
- Information access
- Information processing
- Information use (for decision making, adopting health behaviors, screening, access to care, quality of survivorship)

Examine how to clarify and effectively disseminate cancer risk information to:

- Reduce information overload
- Decrease fatalism about cancer risks among the public
- Decrease ambiguity and worry
- Enhance health promotion/screening
- Increase informed decision-making

Examine how mental models of cancer risk are influenced by:

- Cultural factors
- News media
- Entertainment media
- Education

How are cancer seeking & scanning behaviors associated with:

- Behaviors?
- Lifestyles?
- Screening?
- Prevention?
- Decision-making?

How can HINTS help evaluate programs such as:

- Five to Nine a Day?
- Cancer Information Service?
- NCI 2015 Goal?
- Healthy People Goals?
- Medline/Healthfinder?
- Other Programs?

The End;
Or is it just the Beginning?